

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large blue speech bubble is centered on the page, containing the main text.

Marketing for Libraries:

Free and easy ways to increase marketing for your library

Tina Walker - INTRODUCTION



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Overview

- Social media marketing
 - Facebook (Facebook live) (boosting)
 - Twitter
 - IFTTT – platform (lg11,V16) – use
 - Snapchat
 - YouTube
 - Instagram
 - Hootsuite
 - Other
- Local media marketing
 - Radio
 - Newspaper
 - Local pizza parlors (delivery food services)
- Print media marketing
 - Brochures
 - Flyers
 - Bookmarks/handouts

Social Media Marketing

- Why use Social Media?
 - Free
 - Small learning curves
 - Any staff can connect – most already have apps or smartphone
 - Instant notifications and postings – real-time access
 - Hit the younger generations
- Examples:
 - Facebook (Facebook live) – <https://facebook.com> (sm75, Jud16)
 - Twitter - <https://twitter.com/> (lg11, Pa90)
 - IFTTT – platform (lg11, V16) – <https://ifttt.com/discover>
 - Snapchat - <https://whatis.snapchat.com/>
 - YouTube - <https://www.youtube.com/>
 - Instagram - <https://www.instagram.com/>
 - Hootsuite - <https://signup.hootsuite.com/>

Local Media Marketing

- **Three forms of local media:**
 - **Newspapers – Fremont Tribune and Omaha World Herald**
 - Write weekly articles
 - Make sure sending AP notices via email
 - Meet with editor to setup coverage
 - Used to rebrand library services
 - **Radio Stations – KHUB Walnut Radio**
 - **Partnerships**
 - Marcos pizza flyers
 - Other businesses
 - Nonprofit drives

Print Media Marketing

- Create brochures on specific areas:
 - General Information
 - Electronic resources (check vendor site for predesigned handouts)
 - Overview
 - Specific single resources
 - Programs
 - Children
 - Adult
 - Book clubs
 - Homebound services
 - Upcoming events – ½ sheets with checkouts
 - Bookmarks – with every checkout

Wrap-up / Q&A



- Make a plan
- Design policies for posting
- Make a checklist for event planning to include marketing
- Make sure all staff knows rules for posting
- Monitor and review social media posts and comments
- Always have items reviewed by others before posting
- Make sure logins for social media are in a shared workspace for all apps